

10 What is claimed is:

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1 1. A method for presenting high level interpretations of  
2 eye tracking data correlated to stored display  
3 scenarios of a display event, said method comprising  
4 following steps:

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6 A) storing eye tracking data and correlated display  
7 scenarios, said display scenarios being stored  
8 according to at least one of the following  
9 conditions:

10 1) a predetermined elapsed time interval;

11 2) a predetermined tracking sequence of said  
12 eye tracking data, said eye tracking data  
13 being derived and simultaneously evaluated;

14 3) a positive result of a scrolling detection  
15 process; and

16 4) a predetermined communication device  
17 activity;

18 B) processing said eye tracking data with an  
19 interpretation engine, whereby said eye tracking  
20 data is converted into said high level  
21 interpretations;

22 C) assigning a valuation vocabulary to said high  
23 level interpretations; and

24 D) displaying said stored display scenarios and  
25 presenting simultaneously said valuation  
26 vocabulary.

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1           2.    The method of claim 1, whereby said stored  
2               display scenarios are segments of a virtual page.

1           3.    The method of claim 2, whereby said virtual  
2               page exceeds a viewable display area.

1           4.    The method of claim 1, whereby said display  
2               scenario compromises a scrollable area.

1           5.    The method of claim 4, whereby said virtual  
2               page is partially and scrollable displayed  
3               within said scroll area.

1           6.    The method of claim 4, whereby a coordinate  
2               information is stored simultaneously and  
3               correlated to said eye-tracking data.

1           7.    The method of claim 6, whereby said  
2               coordinate information is referenced to  
3               a viewable display area.

1           8.    The method of claim 6, whereby said  
2               coordinate information is referenced to  
3               said virtual page.

1           9.    The method of claim 6, whereby said  
2               coordinate information is referenced to  
3               said scrollable area.

1 10. The method of claim 1, whereby said predetermined  
2 tracking sequence corresponds to a predetermined  
3 attention level increase.  
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1 11. The method of claim 1, whereby said predetermined  
2 tracking sequence indicates a condition change of  
3 said display event.  
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1 12. The method of claim 1, whereby said scrolling  
2 detection process is a detection algorithm  
3 consisting of the following three steps:  
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5 A) continuously collecting data from an  
6 operation system about windows appearing  
7 during display events;

8 B) analyzing said windows to recognize  
9 scrolling windows; and

10 C) detecting location alterations of said  
11 scrolling windows.  
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1 13. The method of claim 1, whereby said scrolling  
2 detection analysis in real time a pixel matrix  
3 for pixel patterns.  
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1 14. The method of claim 13, whereby said pixel  
2 matrix is a display scenario.  
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1 15. The method of claim 13, whereby said pixel  
2 pattern relates to a scrolling initiation  
3 function.

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16. The method of claim 1, whereby said high level interpretations correspond to eye behavior patterns.

17. The method of claim 1, whereby said high level interpretations correspond to basic mental states.

18. The method of claim 1, whereby said valuation vocabulary is an acoustic vocabulary.

19. The method of claim 1, whereby said valuation vocabulary is a graphical vocabulary.

20. The method of claim 19, whereby said graphical vocabulary is superimposed displayed with said stored display scenario.

21. The method of claim 19, whereby said graphical vocabulary is selectable displayed.

22. The method of claim 1, whereby said valuation vocabulary corresponds to demographic information retrieved by applying said method in a number of corresponding testing sessions.

23. The method of claim 1, whereby said valuation vocabulary corresponds to statistic information

3           retrieved by applying said method in a number of  
4           corresponding testing sessions.

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1           24. The method of claim 1, whereby said method is  
2           executed in form of a machine-readable code and  
3           stored on a storing device.

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1           25. The method of claim 24, whereby said  
2           machine-readable code is part of a web  
3           browser.

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1           26. The method of claim 24, whereby said  
2           machine-readable code is a self extracting  
3           attachment of a web page.